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Cap. 1

UNITED STATES DEPARTMENT OF AGRICULTURE
Director of Information

October 25, 1943

OFFICE OF INFORMATION MEMORANDUM NO. 62

Routing of Requests for Advertiser Cooperation in Information
Campaigns

Arrangements have been concluded with all advertising groups for correlation of advertising support of Government information programs through the Office of War Information's program coordinating group.

Requests not bearing the endorsement of this group will receive rather small attention from advertisers. It is to our advantage to see that all our requests for advertising cooperation channel through the OWI group.

To bring this about, henceforth all the Department agencies contemplating request of cooperation from advertisers in information programs will submit the request through George Rowe, Information Campaign Manager in this Office, who will see that it is handled in accordance with the agreements between the advertiser groups and the Office of War Information.

Morse Salisbury

Morse Salisbury
Director of Information

